

CORPORATE COMMUNICATION (B.A.)

Electives

Total Hours

43-48

Student Learning Outcomes

- The Graduates of the Communication program will use research skills to critically analyze, synthesize and evaluate current research literature and online information to evaluate communication theory and professional practice in terms of practical applicability.
- The Graduates of the Communication program will compose written work in the style of the communication professions and employ effective oral and interpersonal communication skills.
- The Graduates of the Communication program will apply critical thinking, scholarship and knowledge of content to analyze moral and ethical issues in contemporary society and professional communication settings.
- The Graduates of the Communication program will identify and apply the skills of a specialized area of communication.
- The Graduates of the Corporate Communication program will apply the skills of Corporate Communication to a professional environment.

Students must demonstrate Competency in computer applications (Power Point and Spreadsheet).

Recommended

- A Global Learning (GL) experience (<http://catalog.walsh.edu/undergraduate/academic-services/#globallearning>)

Required

- General Education Requirements (<http://catalog.walsh.edu/undergraduate/general-education-curriculum/>)
- Internship

Code	Title	Hours
Corporate Communication Requirements		
Business Requirements		
BUS 106	Introduction to Excel	3
BUS 233	Principles of Marketing	3
BUS 234	TH1:CIT: Principles of Mgmt	3
BUS 309	DM:DV: Consumer Behavior	3
BUS 360	H1:GL:DV:Cross-Cultural Mgmt	3
BUS 430	Digital Marketing	3
Communication Requirements		
COM 175	Digital Creativity Application	3
COM 211	Speech	3
COM 212	Interpersonal Communication	3
COM 250	Writing for Mass Media	3
COM 295	Graphic Design	3
or GD 295	Graphic Design	
COM 360	Advert & PR in a Digital World	3
COM 420	Mass Comm Issues/Ethics	3
COM 430	Media Internship	1-6
Economics Requirement		
ECON 203	FD:T1:Global Microeconomics	3